



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD
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TWO NEW TRENDS IN CASUAL SHOES, SPRING '74

Wherein FI previews highlights from the National Shoe Fair which takes place in Houston's Astrodome Sept. 16-19.

"Marshmallows" You Walk On:

Thick, creamy, spongy and puffy white platform soles, smooth or corrugated, and matching heels -- crepe, of course -- shown everywhere, appeal to the young, will be the hottest new shoe to wear with jeans. The bouncy marshmallow soles and heels turn up on every conceivable style: mocs, loafers, sneakers; saddles, oxfords, specs, even maryjanes. Ties (on lace-ups) are either white to match the soles, or white-striped.

Denim's "Second Coming:"

The denim explosion finally hits rock bottom -- shoes. Will they still be wearing recycled denim shorts and skirts next year? No matter, the new denim-look in shoes will look just as smart with other casual gear. Mostly shown as open or closed uppers on fairly thick soles, it is shown in dark blue denim, in quilted light blue and even denim that looks recycled.

Because actual denim lacks the toughness and soil resistance men expect in their shoe uppers, they'll be getting the denim look in various hides, also on thick bottoms, but nothing like as thick as we've been seeing. Their denim look will be done in buck suede, doe suede, brushed pig suede, even smooth leather stained in denim pattern.

HIGH FASHION SHOE INNOVATIONS FOR '74

Spring/Summer footwear will strike a cheery note with brilliant cherry red or orange trims on white shoes.

Vanishing platforms -- they're thinnest under the toes -- are taking over from the less walkable rockers. Square walled toes on Chanel slings (Herbert & Beth Levine), on higher and also-square heeled opera pumps in polished leather with delicate gold piping all around the sole (Golo). Pumps have a deep d'Orsay cut for a fragile look, and slender toes (Stanley Philipson). Heels range up to 4-inch height, but are much sturdier than needle thin spikes were.

Chanel shoes everywhere look refreshingly new. Some have red toes and heels on white, others have white rings around the toes of navy shoes, or red patent rings on whites.

Sandals are the strippiest ever. In soft and comfortable vinyl, also in soft draped kidskin (Levine) or knotted over the instep (Golo).

Standouts: pumps with the slip-proof contoured "cling-sling" (David Evins) -- return to open shanks, also new big bows (Levine) -- open toes and open heels everywhere. Also, beach clogs on a Chinese platform, and mules cut high enough to grip the foot (Golo); continuing wedgies and espadrilles (Philipson).

COMING UP IN FI:

...Italian Knitwear Collections
...European Spring Fashion Fair in N.Y.
...Resort and Early-Spring RTW in N.Y.

EUROPE: FINDS IN FABRIC FIRMS

These are tops in Italy:

Bini Como, Via Carlo Linati 7, COMO.

Art Deco influence -- linear prints on crepe: black on ecru, or reverse. Superb. Expensive.

Mantero, Riccardo, Via Volta 74, COMO.

Crepe de Chine prints.

Bernasconi, Ticos, Via Innocenzo XI, 70.

COMO. Small abstract prints on ecru or black grounds in lightweight nylon and acetate, or cotton, muslin.

Sisan, Via Rosalino Pilo 19, MILAN.

Crepe de Chine prints.

Cantoni, 21053 Castellanza, VARESE.

Collection created by Bernard Neville. Voile coordinated with gabardine -- flowers or butterflies enmeshed in stripes, on grounds of stripes or small checks -- marbled grounds -- floral motifs. And a good selection of fabrics in shirts.

... and in France:

Louis Schmoll, 23 rue d'Hauteville, PARIS.

75010. Wools, synthetics. A series of rustic fabrics -- madras in Fibranne.

Haas Freres et Lambert, 23 rue de Clery, PARIS 75002.

Marcel Blanc, 21 rue de Clery, PARIS 75002.

Warnier David, 3 rue de Cernay. P.P. 36, REIMS 51051.

Taco (a division of Texunion), 10 rue Emile Noirot, ROANNE 42300. Cottons, wools -- charming prints at medium prices.

Wallach (div. of Texunion in ROANNE, same address as above). Strong on cotton jerseys.

... and in Ireland:

Irish Wool Weavers Cooperative, The Woolen Mills, Lucan Co., DUBLIN. Extraordinary collection of tweeds in soft colors -- melanges of wool and silk for men's RTW or women's sportswear.

SOMETHING TO THINK ABOUT ...

...with the scrounge for scarce denim, could black chino replace "blue jeans" soon?

WHICH "GG" ARE YOU?

No, not Great Gatsby, nor the GG Book of grandma's girlhood either, but Gucci or Givenchy? This Fall, Givenchy has a signature print full of capital G's, and Gucci a \$95 riding boot with a big, brassy G where the George and spur straps meet at the side. And in his Paris couture collection, Givenchy showed a print of two capital G's back-to-back, much in the manner of the Gucci signature print bag. Who said the signature thing is dead? Looks as if it's just getting its second wind.

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DIOR GOES THE SIGNATURE ROUTE

Big-D, little-ior, the three little ones caught in the lower bow of the capital "D," is the newest status symbol signature now available in small leather goods for men and women. In brown or blue leather, or leather trimmed fabric, also in brown silk or red-and-navy silk in items for women. Unusual items for men include a car organizer that contains a change holder; a shoe shine kit, flask and attache case.

In a sister collection, standouts are: "Fica," Argentine good luck symbols made of ivory and consisting of a hand with the thumb stuck between the second and third fingers (we always thought this a curious unconscious gesture of some people we know); and, for those who, like Westinghouse, want to be sure, an inexpensive 17-jewel watch that has the hours spelled out (horizontally) -- in script! (Wells-Destino, 10 E. 34th St., NYC).

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RTW OPENINGS IN NEW YORK:

Resort, Holiday and Early Spring collections open during the first three weeks of September -- more than 20 formal showings are scheduled from Monday, Sept. 10 to Friday, Sept. 14. The following houses will show during the week of Sept. 17: Mollie Parnis Couture, Adele Simpson, Trigere. (More details in FASHION CALENDAR).

OH, TO BE IN ENGLAND ...

... where theatre beckons! "Coriolanus" at the Aldwych. "The Removalists," David Williamson's Australian play is at the Royal Court Theatre; Alan Bennet's "Habeas Corpus" with Alec Guinness is at the Lyric; "Collaborators," at the Duchess Theatre, opened last April; "Crown Matrimonial" is playing at the Haymarket Theatre; and the much talked about "Joseph and the Amazing Technicolour Dreamcoat" is the bill at Albery's Theatre.

London food is looking up, too

Here are interesting, "trendy" restaurants where you can enjoy good food and atmosphere to match:

Game, 30 Brook St., London W1, Tel: 629-2730. Michael Chow's new restaurant. Game birds cooked over charcoal by Japanese chefs.

Manolo's Wine Bar, 307 Lillie Rd., S.W.6, Tel: 385-1130. Squid, prawns, tortillas, sardines, salads. Spanish guitars, singing.

Maxwell's, 76 Heath St., London N.W. 3, Tel: 794-5450. Features steak, hamburgers, spare ribs, kebabs; wines, beer, mixed drinks. Casual, relaxed ambiance with 20's decor and Art Deco light-fittings. Large, with many different levels; courtyard patio for outside dining overlooks scenic pond. Music from Rock to classical. Very reasonable. Open to 1:00 A.M.

Nikita's, 65 Ifield Rd., Tel. 325-6326. Good eating, frequented by "trendy" people.

The Widow Applebaum's, 46 S. Molton St., Tel. 629-1776. Very New York deli menu, when you're hungry for pastrami on rye! Open 7 days a week, from 8:30 A.M. to Midnight.

New shop to see in London:

Coco, on King's Road (next to Countdown) carries mainly French merchandise -- London is very French RTW minded now.

Other shops that carry major French lines include: Brown's, Escalade, Countdown, Feathers and Joseph.

For fabric inspiration:

Add these recently opened home furnishings shops in London:

Designers Guild, 277 King's Road.

The Fabric Shop, 6 Cale St., S.W.3 (just off King's Road).

... and from London, 2 short side trips of more than usual interest:

Bath -- the famous hot springs, in the County of Somerset -- it's an architectural gem, with 18th Century streets. To see there: the famous Roman Baths, the 15th Century Abbey, the Botanical Gardens in Victoria Park and, believe it or not, the American Museum. Hotel: Priory Hotel, on Weston Rd., Tel: Bath 21-8-87. Restaurants: Bruno's, 2 George St., Tel: 25-1-41; pleasant, reliable. Hole in the Wall, 16 George St., Tel: Bath 25-2-42; steaks, lobsters, that sort of thing.

Rye, in the County of Sussex -- cobbled streets in town overlooking marsh and sea. Hotel: The Mermaid Hotel, Mermaid St., Tel: Rye 3065; lovingly preserved 15th Century hotel. The Mermaid Hotel Restaurant has imaginative Anglo-French menu. 500-year old restaurant: The Flushing Inn, on Market St., Tel: Rye 3292; serves excellent food and wines.

UPCOMING FASHION DATES

October

3-4 N.Y. - Leather & Allied Industries
7-9 Cologne - Int'l Trade Fair
7-11 ... Munich - Fashion Fair
12-14 .. Cologne - Int'l Children's Fair
14-18 .. Berlin - Interchic Fashion Fair
14-18 .. Florence - RTW Showings
20-25 .. Paris - RTW (Pret-a-Porter)
25-27 .. London - British Fashion Fair
27-30... Dallas - Spring RTW
29-Nov. 16..N.Y.- Spring RTW

November

8-11 ... Milan - Clothing Textile Exhibit
20-23 .. Frankfurt - Interstoff - 30th Trade Fair, Clothing Textiles

PARIS ON A SHOESTRING!

Yes, it is possible. Here's just a partial list -- FI has many more.

Hotels with double rooms at \$25 or less, breakfast included! All have w.c. and bath and/or shower, also elevator service:

8TH ARRONDISSEMENT - PARIS ZIP 75008

Hotel Lido, 4, Passage Madeleine, tel:
266-27-37. 29 rooms.

Hotel Atlantic, 44, rue de Londres,
tel: 387-45-40. 94 rooms.

Hotel Madeleine-Plaza, 33, Place de la
Madeleine, tel: 265-20-63. 50 rooms.

Hotel Franklin Roosevelt, 18, rue Clement
Marot, tel: 359-75-64. 50 rooms.

Ouest Hotel, 3, rue Rocher, tel: 387-57-49.
62 rooms.

Hotel Opal, 19, rue Tronchet, tel:
265-77-97. 44 rooms.

Residence Saint-Philippe, 123 rue du
Faubourg Saint-Honore, tel: 359-86-99,
39 rooms.

Hotel Ministere, 31, rue Surene, tel:
266-21-43. 36 rooms.

Hotel Tronchet, 22, rue Tronchet, tel:
073-59-29, 29 rooms.

Hotel Elysees, 12, rue Saussaies, tel:
265-29-25. 30 rooms.

1ST ARRONDISSEMENT - PARIS ZIP 75001

Hotel Sainte-Anne, 10, rue Sainte Anne,
tel: 742-12-56. 100 rooms.

Hotel Montpensier, 12, rue de Richelieu,
tel: 742-54-34. 44 rooms.

Hotel Family, 35, rue Cambon, tel:
742-76-55.

RESTAURANTS WITH MEALS UNDER \$3, fixed
price menus generally include appetizer,
main course with vegetable, cheese and
dessert:

1ST ARRONDISSEMENT

La Vieil Ecu, 166, rue Saint-Honoré, tel:
231-03-24. 12 francs. Closed Sundays.

l'Incroyable, 26, rue de Richelieu, tel:
742-78-25. 11 Francs. Closed Sundays.

le Bolero, 17, rue Jean-Jacques Rousseau,
tel: 508-40-10. 7 francs.

l'Ecuelle, 28, rue de l'Arbre-sec, tel:
231-03-24. 11 Francs, plus drink.
Closed Sundays.

2ND ARRONDISSEMENT

Le Drouot, 103, rue de Richelieu, tel:
742-69-04. 9 Francs, plus drink.

Chez Stella ancienne maison La Cremerie,
3, rue Therese, tel: 742-57-15.

10 Francs, plus drink. Closed Saturdays.

Chez Nous, 150, rue Saint-Honoré, tel:
508-97-71. 12 Francs.

Bistrot des Halles, 7, rue du Roule, tel:
231-33-20. 10 Francs plus drink.
Closed Sundays.

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NEW FIT-EVERYONE PANTS

Just introduced for Resort selling, a new wrap-and-tie pants construction in the junior sportswear market. Designer Bernard Conrad has a U.S. patent pending on his diaper-like, or upside-down surplice, if you will, pants top that automatically adjusts to any figure. From a group called AC-DC, pants will retail from \$22 to \$26, popover and surplice tops from \$17. (The Market, div. of USI, 1407 Broadway, New York 10018.)

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FI SALUTES SECOND ANNUAL N.Y.

FALL FASHION FESTIVAL

Week-long free events for young and old will culminate Tuesday, Sept. 18, with an invitational gala evening at Gracie Mansion, hosted by Mayor and Mrs. John V. Lindsay. Highlight will be a fashion show of Holiday and Resort wear made in Du Pont's Qiana nylon. Guests will include fashion leaders, out-of-town buyers, city administrators, elected officials and candidates in the November election.

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Editor: Ruth Finley, Fashion Calendar

Correspondents: Janet Lazarus, Freelance Fashion Consultant, London

Jeanne Contini, Freelance Journalist, Rome

Sylvia Cox, Resident Buyer, Florence

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